



Innovative Emergency Management®

**Umatilla CSEPP
Public Affairs IPT Survey:
Baseline Report**

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Prepared For

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1.0 Introduction

This document is a summary of a public outreach survey that was conducted in the Umatilla Chemical Stockpile Emergency Preparedness Program (CSEPP) community during the period from May 18–21, 2002. This survey effort is an outgrowth of the current work being undertaken by the Umatilla CSEPP Community and, for the first time, the CSEPP Public Affairs Integrated Process Team (IPT).

The Umatilla CSEPP community successfully completed a pilot outreach media campaign that included surveying as a campaign measurement tool. Building on the successful lessons learned from the pilot campaign, the CSEPP Public Affairs Integrated Process Team incorporated elements from the original Umatilla survey into the current survey effort, and included additional questions designed to further assist the community in developing outreach strategies.

Where appropriate, this document shows comparisons with past survey efforts conducted by the Umatilla Public Information Group in conjunction with Moore Information, Inc. It also includes an introduction to the new questions and the anticipated uses of the data.

2.0 Methodology

The survey was developed by the CSEPP Public Affairs IPT. Mark Clemens, Washington State Emergency Management Agency Public Information Officer (PIO), chaired the subcommittee that developed the survey. Cheryl Humphry, Umatilla County CSEPP Public Information Officer, was also instrumental in the questionnaire design, along with other Public Information Officers in the Umatilla community.

Innovative Emergency Management, Inc. (IEM) served as technical advisor to the IPT, assisted in developing the survey, and provided analysis of the results. Moore Information, Inc. fielded the survey and provided data to IEM for analysis.

A total of 814 residents living within the emergency planning zones responded to the survey, including 31 residents of the Washington State Emergency Planning Zones (EPZs), and 783 residents of the Oregon State EPZs. All statistics presented in this report are weighted back to population proportions to correct for the over-sampling of Washington residents. The survey was developed with the same ± 3.4 margin of error at the 95% confidence level used in previous Umatilla surveys. Systematic random digit dialing was used to reach telephone households not listed in current directories and to achieve a representative sample of adults living in these planning zones. In addition to using or adapting some of the same questions used in previous surveys, new open-ended questions were designed to record residents' specific knowledge of protective actions.

3.0 Trust and Control

IEM has conducted research into several decades of public outreach and risk communication. This research indicates that there are two principal strategies for providing a sense of safety to people living near a potentially hazardous facility:

- Provide the public with a sense of control.
- Enhance the public’s trust in the management and personnel of the emergency preparedness program.

Two questions on the survey were used to evaluate the levels of trust and control present in residents living in the Umatilla CSEPP emergency planning zones. The responses to these questions were combined to form a Trust/Control matrix that identifies four distinct groups of Umatilla CSEPP community residents.

In order to assess the level of trust that residents have in CSEPP, they were asked to answer a question regarding prompt public notification in the event of a chemical emergency. Seventy-two percent of the residents in the Umatilla CSEPP community responded that they were confident that they would be notified quickly in case of a chemical emergency at the Umatilla Chemical depot. (Thirty-eight percent were very confident). These results are illustrated in Figure 1.

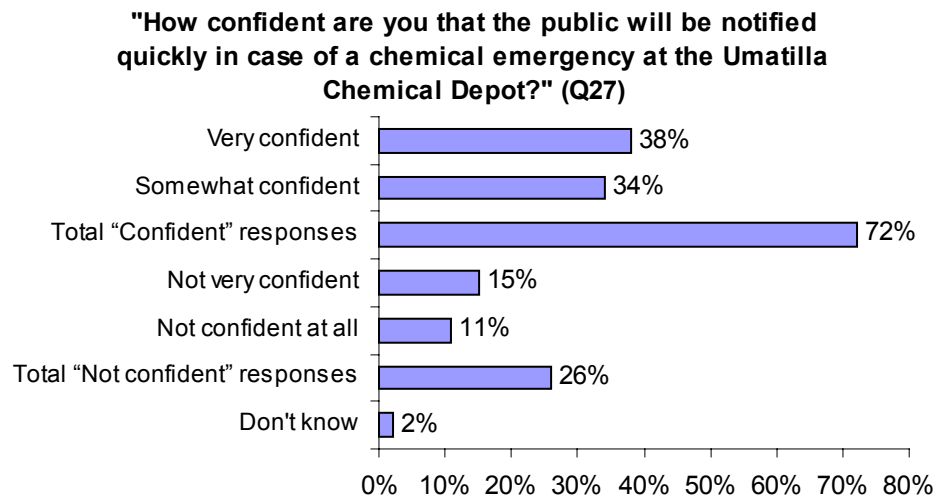


Figure 1: Confidence in Quick Notification as Trust Dimension

Hispanic residents were less likely than non-Hispanics to feel confident that they would be notified promptly (57% vs. 74%). Those residents who were confident were labeled as having a “High Trust” level, and those who were not were labeled as having a “Low Trust” level.

To determine the level of control that residents wish to have in influencing their own preparedness for a potential chemical emergency, they were asked to agree

or disagree with the following statement: “I personally would be willing to spend at least one hour a month learning about the Chemical Stockpile Emergency Preparedness Program and telling the local officials what I think I need to be prepared.” Sixty-four percent of residents agree with this statement, with 35% agreeing strongly. Figure 2 illustrates these results.

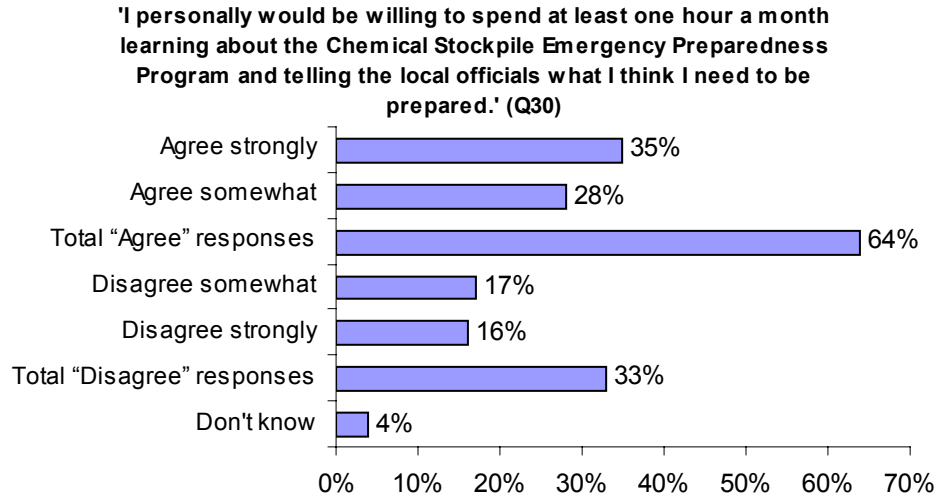


Figure 2: Desire for Information as Control Dimension

Hispanic residents are more likely than non-Hispanics to agree (88% vs. 61%). In addition, as age increases, residents are less likely to agree with the statement, with only 49% of residents aged 65 or greater agreeing. Those residents who agreed were labeled as having a “High Control” level, and those who disagreed were labeled as having a “Low Control” level.

The Trust/Control matrix, formed from the intersection of the responses to these two survey items, defines four groups. These groups, shown below in Table 1, provide insight into the responses to this survey. An additional 5% of residents who answered “Don’t know” to either of the previous two survey questions were not assigned to these groups.

Table 1: Trust/Control Matrix

	Low Control Level	High Control Level
High Trust Level	Group 1: The Believers 24%	Group 2: The Participants 47%
	Group 3: The Cynics 8%	Group 4: The Watchdogs 16%

4.0 Emergency Preparedness

A full 96% of the residents in the Umatilla CSEPP emergency planning zones are aware of the chemical agents stored at the depot. This is the successful result of many years of public outreach in the Umatilla CSEPP community. Awareness levels differ significantly by ethnicity. Ten percent of the Hispanic population is unaware of the chemical agents, versus only 3% of the non-Hispanic population.

Although 40% of residents say that they would learn about a chemical emergency at Umatilla Chemical Depot (UMCD) by the sounding of sirens, only 30% of residents know the difference between the sound the sirens make when being tested versus the sound they make in the event of an actual chemical emergency. It should be an important goal to increase the number of residents who know the difference between test siren sounds and emergency siren sounds, with so many residents relying on sirens as a means of emergency notification. The likelihood that a resident is aware of the different sounds increases with age, with only 22% of those aged 18–29 aware of the different sounds, in contrast to 41% of those aged 65 or greater.

Eighty-two percent of residents agree (51% strongly) with the statement, “I know what to do if I am warned of a chemical emergency at the Umatilla Chemical Depot.” This leaves roughly one in five emergency planning zone residents unsure of what to do in the event of a chemical event. (Fifteen percent disagree with this statement, and 3% neither agree nor disagree). This result is illustrated in Figure 3. Again, there is a difference between ethnic groups, with only 69% of the Hispanic population agreeing that they know what to do in a chemical emergency versus 83% of the non-Hispanic population. Although there has been an increase in the percentage of residents who feel they know what to do since June 2000, there is no significant change in this percentage from June 2001.

"Please tell me if you agree or disagree with the following statement: 'I know what to do if I am warned of a chemical emergency at the Umatilla Chemical Depot'." (Q3)

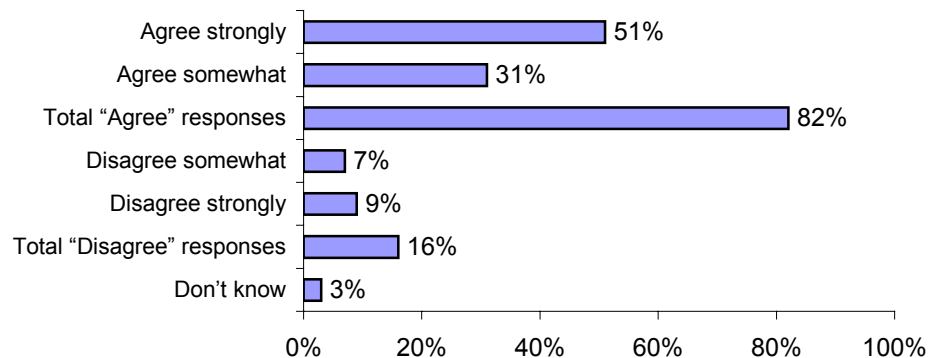


Figure 3: Confidence in Appropriate Reaction to a Chemical Emergency

The amount of trust residents have that officials will promptly notify them in the event of a chemical emergency, and the amount of control they desire in notifying local officials of their own needs relating to emergency preparedness, are significantly related to levels of emergency preparedness. Those residents who have high levels of trust and low desire for control (the “Believers”) form the subgroup that is most sure that they know what to do in the event of a chemical emergency—61% strongly agree and 30% somewhat agree. This is in contrast to those who have low levels of trust and a high desire for control (the “Watchdogs”). They are the least likely to know what to do in the event of a chemical emergency—28% strongly agree and 39% somewhat agree.

Forty-eight percent of residents and their families have an emergency plan. This leaves roughly half that do not. Residents aged 45–54 are most likely to have an emergency plan of any age group (59%), and those aged 18–29 are the least likely (only 37%). “Watchdogs” are the least likely of any of the Trust/Control groups to have an emergency plan (only 35% have a plan), versus the two groups with high levels of trust. Fifty-two percent of the “Believers” and the “Participants” have an emergency plan.

When examining changes in the percentage of residents who have an emergency plan, it is difficult to make direct comparisons due to changes in the wording of the survey item that measured this in previous survey efforts in Umatilla. Forty-eight percent of residents now indicate they have an emergency plan, versus only 37% of residents in June 2001. *However, a statistical test for an increase in the percentage of residents who have an emergency plan is inappropriate, since it is impossible to measure what effect the change in wording of this item had on response.* Refer to Table 10 of Appendix A for the exact wording of the question in this and previous survey efforts, and the responses across time.

Eighty percent of residents have a shelter-in-place kit, with 76% having them at home and 29% having them at their business (with 25% overlapping). Seventeen percent of residents do not have a shelter-in-place kit at either location, and 3% don't know. These results are illustrated in Figure 4. Residents who have lived in the vicinity of the depot for 5 years or less are less likely to have a shelter-in-place kit at either their home or business (71%) than residents who have lived in the area 6 years or more (82%). Although there has been an increase in the percentage of residents who have a shelter-in-place kit at their home or office since June 2000, there is no significant change in this percentage from June 2001.

"Does your home or business have a shelter in place kit?" (Q15)

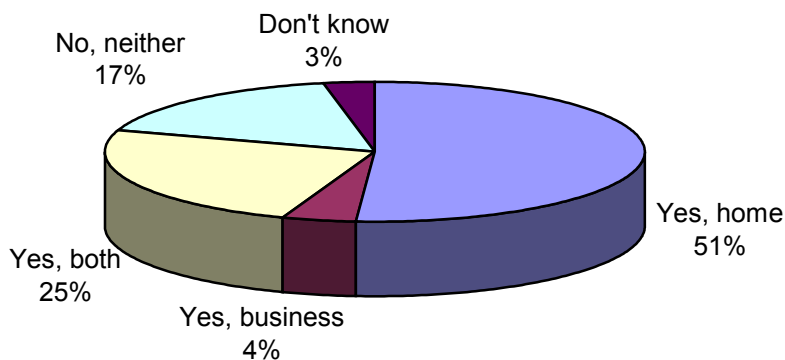


Figure 4: Percentage of Residents with Shelter-in-Place Kits

5.0 Initial Reactions to a Chemical Emergency

Figure 5 illustrates the means through which residents expect to be notified of a chemical emergency at UMCD. Forty-six percent of residents say they would learn of a chemical emergency at the Umatilla Chemical Depot from the sounding of tone-alert radios (TARs), and 40% would learn of it from the sounding of sirens. Four percent of residents don't know how they would be alerted, or feel they wouldn't be aware of an emergency at all. Again, that so many residents know how they would be notified is the successful result of many years of public outreach in the Umatilla CSEPP community. However, as mentioned earlier, it is important to increase the number of residents who know the difference between test siren sounds and emergency siren sounds, with so many residents relying on sirens as a means of emergency notification.

"How would you know if there were a chemical emergency at the Umatilla Chemical Depot?" (Q2)

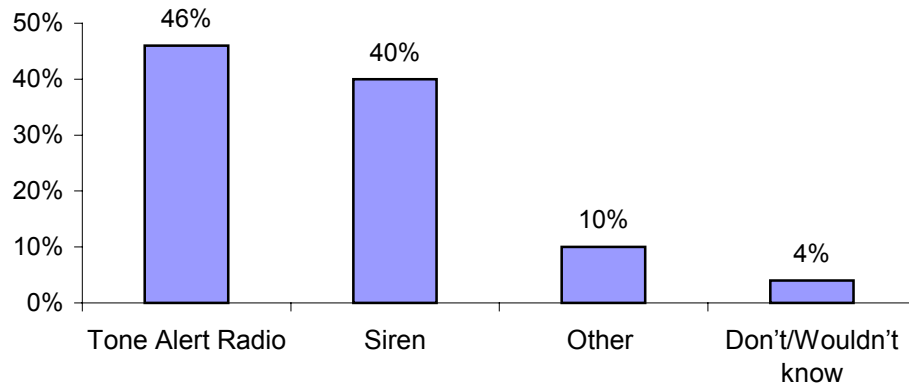


Figure 5: Means of Chemical Emergency Notification

When asked “What action would you take if you found out there was a chemical emergency at the Umatilla Chemical Depot,” 29% of residents indicated that they would shelter in place. Thirty-one percent of Hermiston and Umatilla residents would shelter in place, versus 23% of Stanfield, Boardman, and Echo residents, and only 6% of Washington State residents.

An additional 29% would not take action until they had more information. This includes 24% who would await information or instructions from officials, 4% who would seek information from sources other than officials, and 1% who would actively seek information from officials by calling 911, the police, or the CSEPP office, or by checking their calendar. Only 6% of Washington residents would await instructions from officials. Three percent of the residents in the Umatilla CSEPP emergency planning zones feel that their response would depend on the circumstances, and 6% don’t know what they would do.

Twenty-five percent of the population would evacuate in the event of a chemical emergency. Fifty-five percent of Washington residents would evacuate, versus 19% of Umatilla residents, 24% of Hermiston residents, and 32% of Stanfield, Boardman, and Echo residents. These differences in emergency response by geographic region are illustrated in Figure 6.

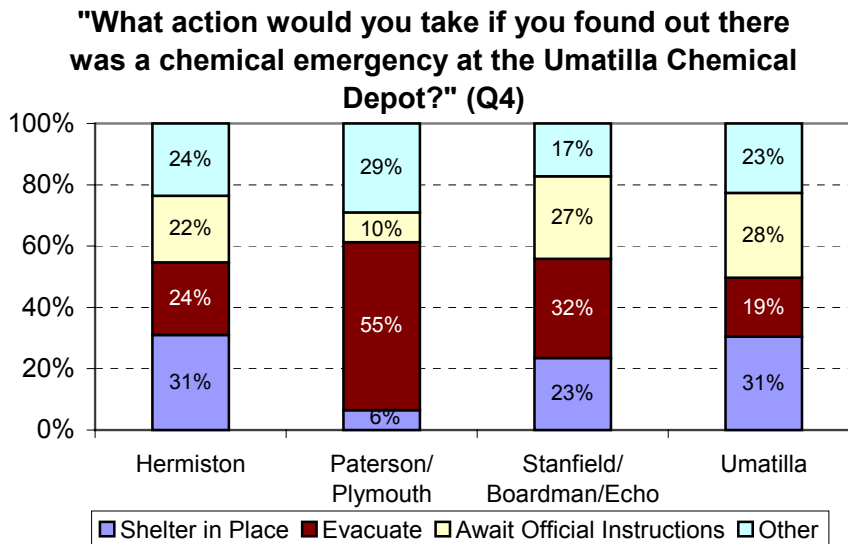


Figure 6: Intended Emergency Response by Geographic Region

In addition, only 21% of those residents who have high levels of trust and low desire for control (the “Believers”) would evacuate, versus 35% of those who have low levels of trust and a high desire for control (the “Watchdogs”). “Believers” are more likely to shelter in place (32%) or await official information and instructions (27%). Only 13% of the “Watchdogs” would await official instruction, and 26% would shelter in place.

When correct emergency responses are summarized across states, 54% of Oregon EPZ residents would either shelter in place (30%) or await official information and instructions (24%). In Washington, 65% of EPZ residents would either evacuate (55%) or await official information and instructions (10%).

When examining changes in intended response to a chemical emergency over time, it is difficult to make direct comparisons due to changes in the wording of the survey item that measured this in previous survey efforts in Umatilla. Twenty-five percent of respondents now indicate they would evacuate, versus only 16% of respondents in June 2001. However, a statistical test for an increase in residents intending to evacuate is inappropriate, since it is impossible to measure what effect the change in wording of this item had on response. Refer to Table 5 of Appendix A for the exact wording of the question in this and previous survey efforts, and the responses across time.

6.0 Procedural Knowledge of Shelter-in-Place vs. Evacuate

6.1 Shelter-in-Place

Sixty-seven percent of residents are confident (34% very confident) that they know how to shelter in place and make a room safe from chemical vapors in the event of a chemical emergency. Thirty percent feel not very confident (13.4%) or not confident at all (16.3%) that they could do the same. There is no statistical difference in the percentage of confident residents since the June 2001 survey. Sixty-three percent of those residents who are confident they know how to shelter in place indicated that they would shelter in place or await official instructions in the event of a chemical emergency, versus only 31% of those not confident they know how to shelter in place. This result is illustrated in the Figure 7.

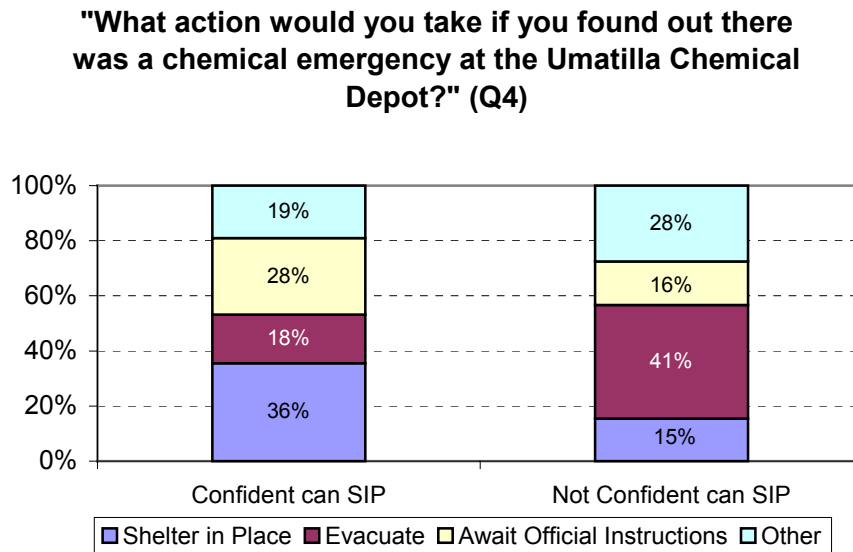


Figure 7: Intended Emergency Response by Shelter in Place Confidence

There are significant differences in confidence among Trust/Control groups as well. Seventy-six percent of the two groups with high levels of trust that they will be notified quickly in the event of a chemical emergency (the “Believers” and the “Participants”) are confident they know how to shelter in place, versus only 48% of the “Watchdogs” (low trust/high control) and 41% of the “Cynics” (low trust/low control).

When asked, “What actions would you take to shelter in place,” 71% of residents were able to name at least one action that is necessary to implement a shelter-in-place protective action successfully. Examples of these types of responses include 28% answering “Seal door and windows of outside rooms,” 24% answering “Seal shelter room,” and 7% answering “Use the shelter-in-place kit.” Eighty-two

percent of those residents who feel confident in their abilities to shelter in place and make a room safe from chemical vapors can name a necessary action, versus only 48% of those who are not confident they can do the same. Hispanic residents are less likely than non-Hispanics to name a necessary shelter-in-place action (61% vs. 72%). In addition, 77% of those with a high level of trust and a low level of control, the “Believers,” can name a necessary action, versus only 59% of those with low levels of trust and control (the “Cynics”). Of those who say they would evacuate in the event of a chemical emergency, only 46% can name a necessary shelter-in-place action, versus 83% of those who would shelter in place, and 86% of those who would await official information and instructions. Figure 8 illustrates the percentage of residents who can name each type of shelter-in-place action. The sum of these percentages is greater than 100%, as multiple responses were allowed.

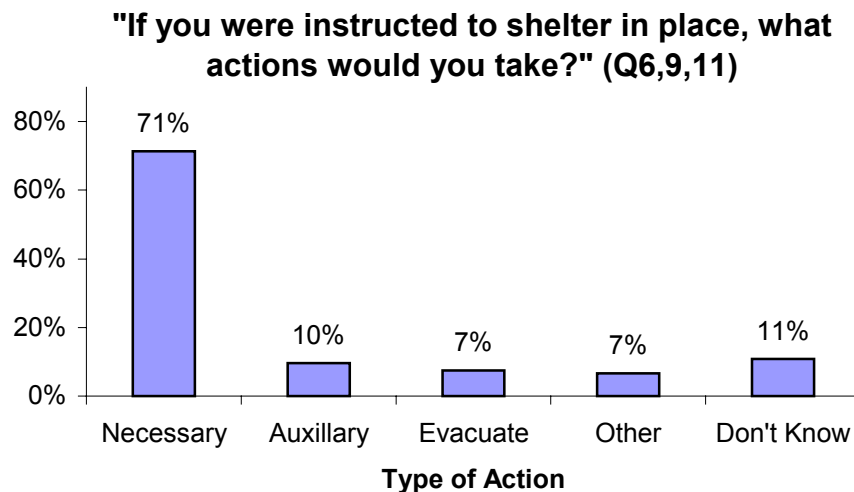


Figure 8: Shelter-in-Place Actions

Eleven percent of residents don't know what actions they would take if they were instructed to shelter in place, and 4% can only name actions other than those necessary or auxiliary to implementing a shelter-in-place protective action. Twenty percent of Hispanics don't know what actions they would take versus 10% of non-Hispanics.

Seven percent of UMCD CSEPP emergency planning zone residents say they would evacuate when asked to name actions to take when instructed to shelter in place. Seventeen percent of “Cynics” indicate this versus only 5% of the two groups with high levels of trust (the “Believers” and the “Participants”). Twenty-three percent of Washington state residents indicate this, versus 7% of Oregon residents.

6.2 Evacuate

Only 20% of residents know which reception or assistance center to go to in the event of an evacuation. When examining changes in the percentage of residents who know which reception or assistance center to go to over time, it is difficult to make direct comparisons due to changes in the wording of the survey item that measured this in previous survey efforts in Umatilla. Twenty percent of respondents now indicate that they know this, versus 26% of residents in June 2001. *However, a statistical test for a decrease in residents who know their reception or assistance center is inappropriate, since it is impossible to measure what effect the change in wording of this item had on response.* Refer to Table 9 of Appendix A for the exact wording of the question in this and previous survey efforts, and the responses across time.

As illustrated in Figure 9, 65% of Washington residents know which center they would go to, in contrast to only 19% of Oregon residents. In Oregon, Stanfield, Boardman, and Echo residents were more likely to know where they would go (24%) than residents of Hermiston (17%) or Umatilla (19%).

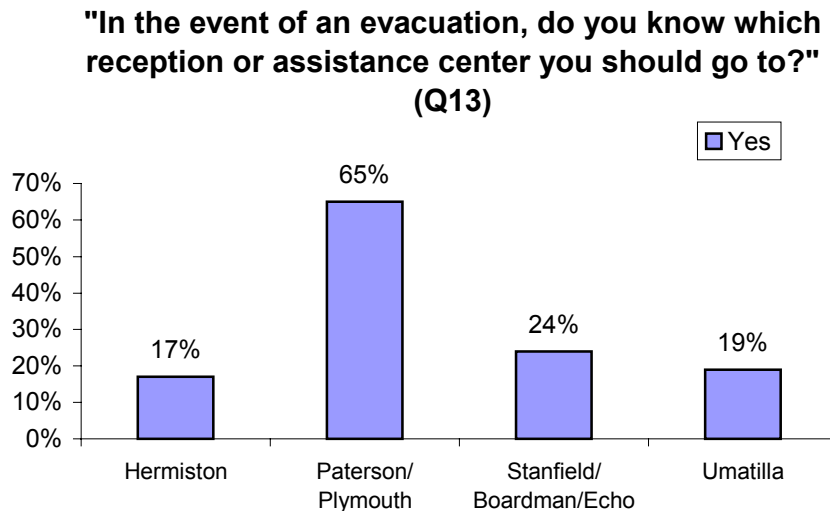


Figure 9: Reception or Assistance Center Knowledge by Geographic Area

When asked, “What actions would you take to evacuate and how would you know where to go,” 63% of residents are able to name at least one action that is necessary to implement an evacuation protective action successfully. Examples of these types of responses include 19% answering “Listen to EAS for correct evacuation route,” 17% answering “Go in direction of pre-planned place/direction/route,” and 6% answering “Listen to EAS for location of shelter/reception center/other.” Although the “Watchdogs,” those with a low trust level and a high control level, were the most likely to say they would evacuate in the case of a chemical emergency, only 56% of this group could name a necessary action for successfully implementing an evacuation protective action, lower than

any other Trust/Control group. Figure 10 illustrates the percentage of residents who can name each type of evacuation action. The sum of these percentages is greater than 100%, as multiple responses were allowed.

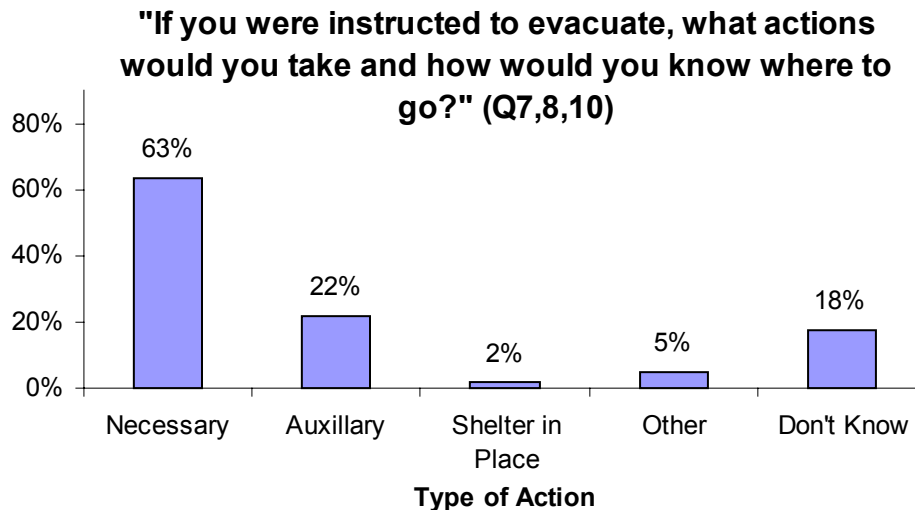


Figure 10: Evacuation Actions

Eighteen percent of residents don't know what actions they would take if they were instructed to evacuate, and 2% can only name actions other than those necessary or auxiliary to implementing an evacuation protective action. Interestingly, 25% of those residents who are not confident they know how to shelter in place also indicate that they don't know what actions to take to evacuate. This is in contrast to only 13% of those who are confident they know how to shelter in place indicating that they don't know what evacuation actions to take. The "Watchdogs" are more likely to indicate that they don't know what actions they would take to evacuate than any other Trust/Control group.

An additional 2% of residents indicated that they would shelter in place when asked to name actions to take when instructed to evacuate.

7.0 Information Sources

7.1 In the Event of a Chemical Emergency

Twenty-nine percent of residents in the Umatilla CSEPP emergency planning zones would get instructions on how to protect themselves and their family during a chemical emergency from their tone-alert radio. An additional 27% indicate they would get this information from a radio, and 10% indicate that they don't know to where to get instructions from during a chemical emergency. The remaining 34% of residents would look elsewhere to a variety of sources, including 5% who would consult the preparedness package or video, and 3% who

would call 911 or the CSEPP office. Figure 11 summarizes these results. Twenty-two percent of Hispanic residents don't know how to get instructions versus 9% of non-Hispanics.

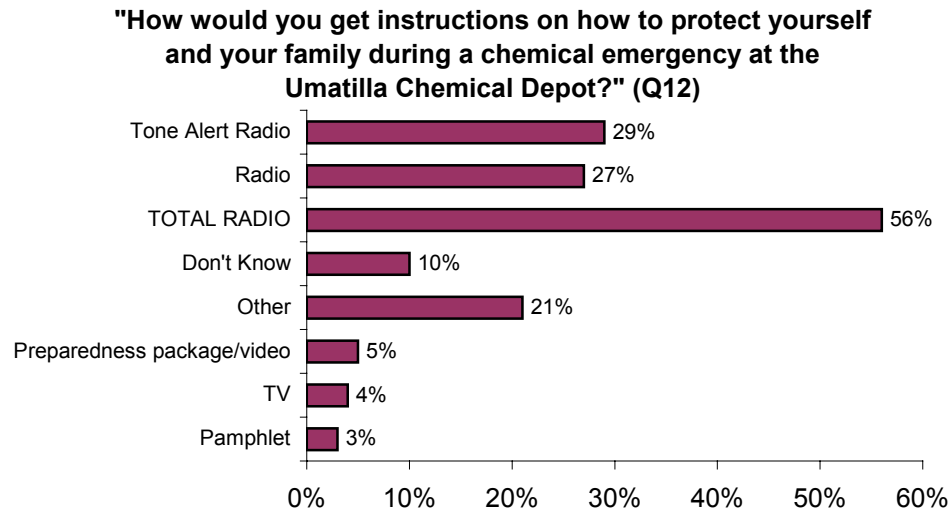


Figure 11: Sources for Instructions during a Chemical Emergency

When examining changes in intended information sources for instructions during a chemical emergency over time, it is difficult to make direct comparisons due to changes in the wording of the survey item that measured this in previous survey efforts in Umatilla. Fifty-six percent of respondents now indicate they would turn to either a radio or tone-alert radio to get instructions on how to protect themselves and their family during a chemical emergency, versus 75% of respondents who indicated this in June 2001. *However, a statistical test for a decrease in residents intending to turn to a radio or tone-alert radio is inappropriate, since it is impossible to measure what effect the change in wording of this item had on response.* Refer to Table 8 of Appendix A for the exact wording of the question in this and previous survey efforts, and the responses across time.

7.2 Preparing for a Chemical Emergency

Residents indicate that they would rely on a variety of information sources for information regarding emergency preparedness. Thirty-one percent of residents would get information from the Umatilla CSEPP/Chemical Disposal Outreach office *today* about how to protect themselves and their family during a possible chemical emergency. Five percent would refer to their calendar, booklet, or preparedness kit, and 4% would consult the Internet. Fifteen percent of residents in the Umatilla CSEPP emergency planning zones don't know where to get information about how to prepare for a chemical accident. Figure 12 illustrates these results.

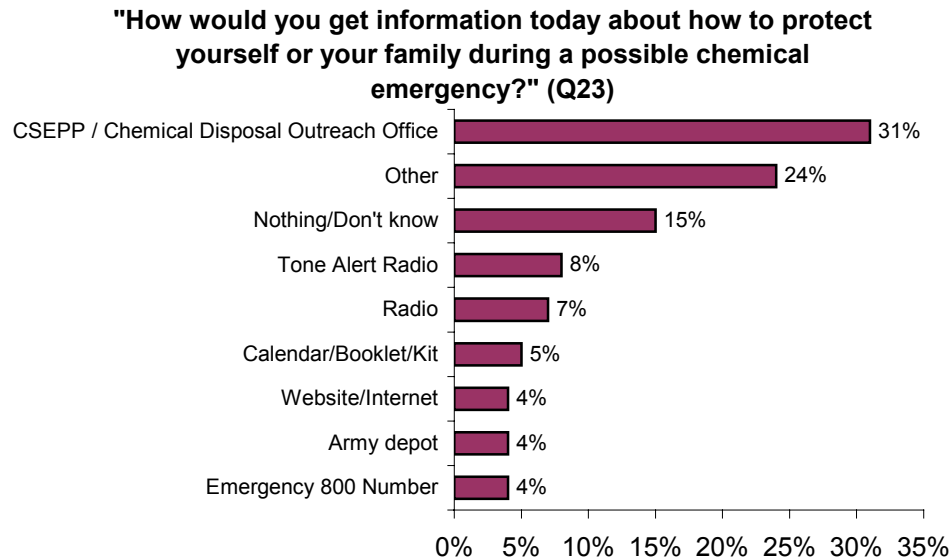


Figure 12: Emergency Preparedness Information Sources

An additional 8% indicate they would get this information from their tone-alert radio, which points towards a possible misunderstanding of the meaning of this question by some respondents. IEM recommends that the wording of this item be re-evaluated in future survey efforts.

When examining changes in intended sources for emergency preparedness information over time, it is difficult to make direct comparisons due to changes in the wording of the survey item that measured this in previous survey efforts in Umatilla. Fifteen percent of residents now indicate they don't know how to get information today about how to protect themselves or their family during a possible chemical emergency, versus 23% of residents who indicated this in June 2001. *However, a statistical test for a decrease in residents who don't know where to get information is inappropriate, since it is impossible to measure what effect the change in wording of this item had on response.* In addition, the possible misunderstanding of this survey item by some respondents further complicates any comparisons across time. Refer to Table 18 of Appendix A for the exact wording of the question in this and previous survey efforts, and the responses across time.

7.3 Recent Sources

At the time of the survey, 33% of residents had heard, seen, or read any information about how to prepare for a chemical emergency within the last week. An additional 26% had done the same within the last month, and 36% within the last year. Only 1% had never heard, seen, or read any chemical emergency preparedness information, but 8% do not know when was the last time that they had heard, seen, or read any such information. These results are illustrated in Figure 13. The results suggest that public outreach efforts are creating a

substantial atmosphere of emergency preparedness awareness in the Umatilla CSEPP community.

"When was the last time you heard, saw, or read any information about how to prepare for a chemical emergency?" (Q24)

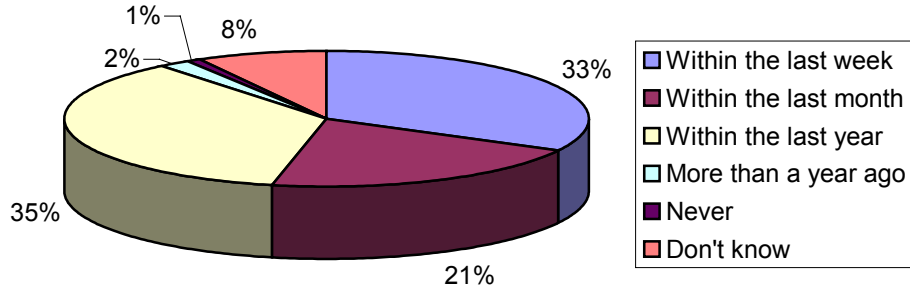


Figure 13: Timing of Emergency Preparedness Information

Of the residents who can recall the last time they were aware of chemical emergency preparedness information, 40% could not recall what they heard, read, or saw. This could indicate that despite a substantial atmosphere of awareness, emergency preparedness specifics transmitted through the media still elude many residents. Twelve percent referenced the weekly siren tests, and 8% referenced the videotape that instructs residents on actions to take in order to shelter in place. The remainder referenced a variety of information sources. Of those who recall what they heard, saw, or read, 18% indicate the source as the television, 16% indicate the newspaper, and 14% indicate the radio.

Sixty-two percent of residents in the Umatilla CSEPP emergency planning zones have access to the Internet. This suggests the potential for the development of this channel in public outreach efforts. There are ethnic differences in Internet access rates. Sixty-three percent of non-Hispanics have Internet access, in contrast to only 48% of Hispanic residents. In addition, only 31% of residents aged 65 or greater have access, and they are less than half as likely as any other age group to have Internet access.

8.0 Confidence in Schools' Abilities to Protect Children

Eighty percent of emergency planning zone residents with children in a school located within a Umatilla CSEPP emergency planning zone were confident (47% very confident) that their child or children would be safe at their school in the event of a chemical emergency at UMCD. These results are illustrated in Figure 14. Although there has been an increase since June 2000 in the percentage of

parents who are confident in their children’s safety at school during a chemical emergency, there is no significant change in this percentage from June 2001. Parents with children in an overpressurized school were more confident that their children would be safe at school in the event of a chemical emergency than those parents with children in non-pressurized schools (83% vs. 71%).

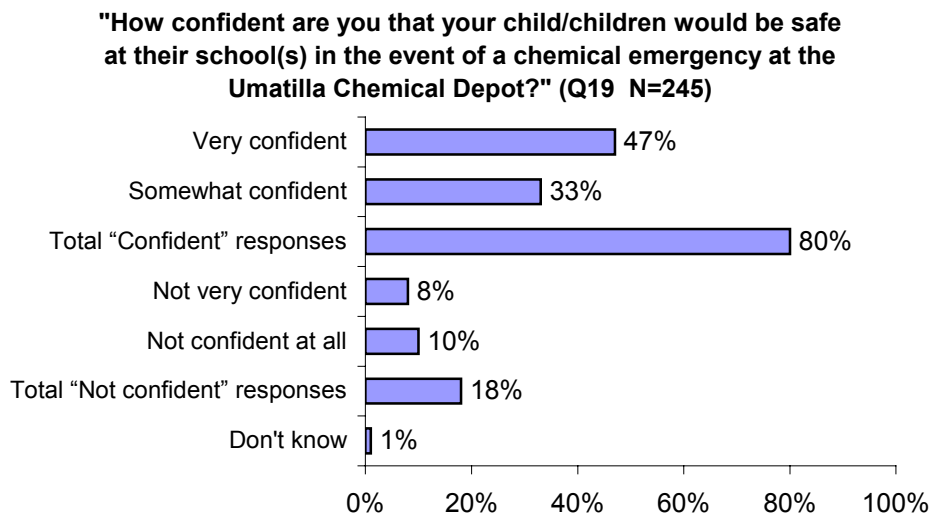


Figure 14: Parent’s Confidence in Children’s Safety at School

Although these levels of confidence in children’s safety are high, 36% of residents with a schoolchild characterized themselves as being likely to go to the school to get their child (28% very likely). Three-fourths (75%) of those parents who are not confident in their children’s safety at school said they were likely to go to the school to get their children, versus only 26% of those who were confident. In addition, 53% of those parents who plan to evacuate in the event of a chemical emergency were likely to get their children from school, versus only 28% of those who plan to shelter in place or await official information and instructions.

There has been a significant decrease in the percentage of parents who consider themselves likely to go to the school to get their child in the event of an emergency. Figure 15 illustrates this result.

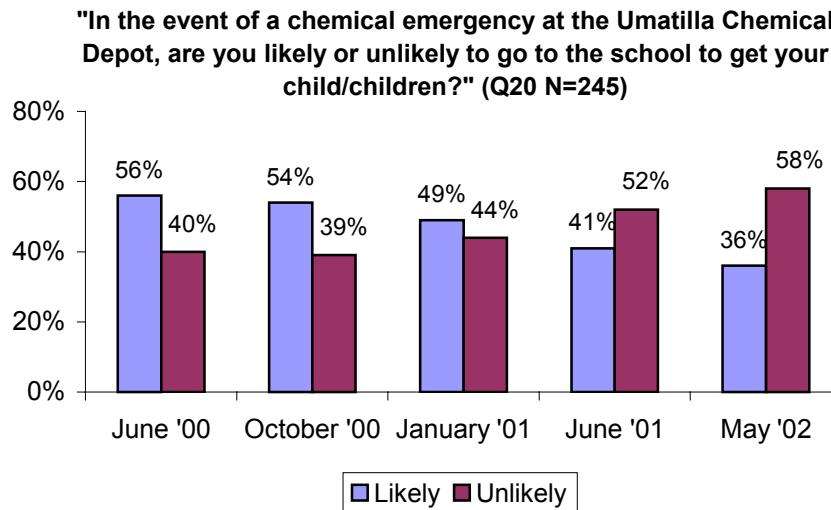


Figure 15: Percentage of Parents Likely to Get Their Children from School over Time

Only 39% of parents with children in non-pressurized schools knew the location to which their children would be bussed for safety. Although this is still less than half of parents, it is a significant increase in this percentage since June 2001, when only 20% of parents knew where their children would be bussed.

9.0 Conclusions and Recommendations

Awareness of the chemical stockpile is extremely high in the Umatilla community. Ninety-six percent of the population knowing the same piece of information is phenomenal. The majority of residents demonstrated that they know how they will be informed of an emergency and that they know what to do in the event of chemical accident.

Improvement has been documented in reaching specific demographics, but in some areas, more awareness and education is needed. The survey data provides useful information that the public affairs personnel can use to identify areas of focus and specific demographics that need increased awareness and education.

There is a saying in public affairs that there is no such thing as the *general public*. Each community is comprised of many publics that can be segmented. The goal of public affairs research is to obtain the information necessary to develop targeted strategies and tactics to reach the identified segments of the populations.

Several questions need to be addressed:

- Which segments of the population need to be targeted with what messages?
- How do we best reach these populations?

- Do they trust us to deliver the information?
- How willing are they to listen to our messages?

This new survey instrument, first fielded in the Umatilla Community, was developed to help communities obtain the information necessary to answer these questions. The inclusion of trust and control dimensions begins the process of segmenting populations and provides valuable information to the public affairs professionals.

Using data from this and future surveys from other participating CSEPP sites, IEM will develop an Influence Model that will provide greater segmentation and provide another tool for public affairs personnel to use in developing site-specific outreach strategies.

The model should predict the relationship between awareness and trust and awareness and knowledge. These anticipated relationships are depicted below in Figure 16.

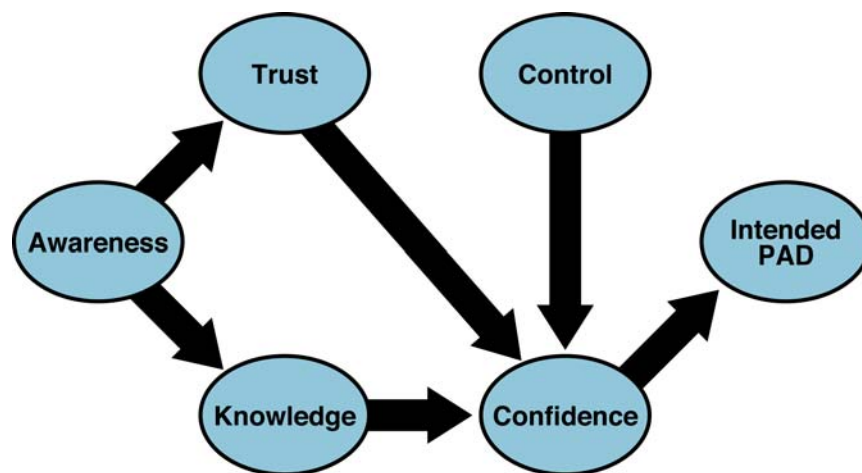


Figure 16: Relationships within the Influence Model

IEM will further develop the Influence Model in consultation with the Umatilla Public Information Group and the CSEPP Public Affairs IPT. Additional information will be provided in a separate document.

9.1 Strategy Development

The process of strategy development is shown in Figure 17. It includes the steps necessary to develop targeted outreach strategies. This survey analysis and subsequent follow-up surveys will provide much of the information necessary to working through the process and measure specific outreach campaigns.

Information contained in this report will help the Umatilla Public Information Group define outreach problems, set goals and metrics, and identify appropriate strategies for reaching the segmented publics.

IEM recommends the Umatilla Public Information Group work through the strategy development process to identify an appropriate strategy for targeting segmented populations.

9.2 Suggested Strategy Based on Survey Results

IEM recommends that the Umatilla Public Information Group consider developing an outreach campaign to encourage residents to develop a Family Plan.

The development of a Family Plan Campaign will accomplish the following goals:

- The campaign can reach a segment of the population that the survey data shows is currently undeserved. (Less than half of the residents have a family plan.)
- Since the development of a Family Plan requires residents' participation, this campaign can actively engage those segments of the population that desire a sense of control in their emergency preparation (47% of the population).
- A bilingual Family Plan Campaign can target Hispanics (who desire greater control and have less trust). Since Family Plans provide basic knowledge of emergency preparedness, metrics can be identified to increase knowledge of protective actions within this demographic.
- A Family Plan Campaign can use key concepts from the CSEPP Public Affairs IPT *Ready, Set, Act!* campaign. (*Ready* encourages residents obtain the basic knowledge of what is needed to be prepared. Family Plans provide that basic information.) The Umatilla Public Information Group can also *activate the active people* by identifying influential people in the Hispanic and other communities to assist with the implementation of a Family Plan campaign.
- Specific tactics can be incorporated into the existing media campaign, building awareness, and supported with specific outreach education in identified geographic regions.

The development of a Family Plan campaign, grounded in research, can be implemented with measurable results.

9.3 Applying the Strategy Development Process

The Family Plan Campaign could be developed using the strategy development process. Figure 17 incorporates some of the information currently available into the steps of the process and identifies tasks that need to be planned and implemented.

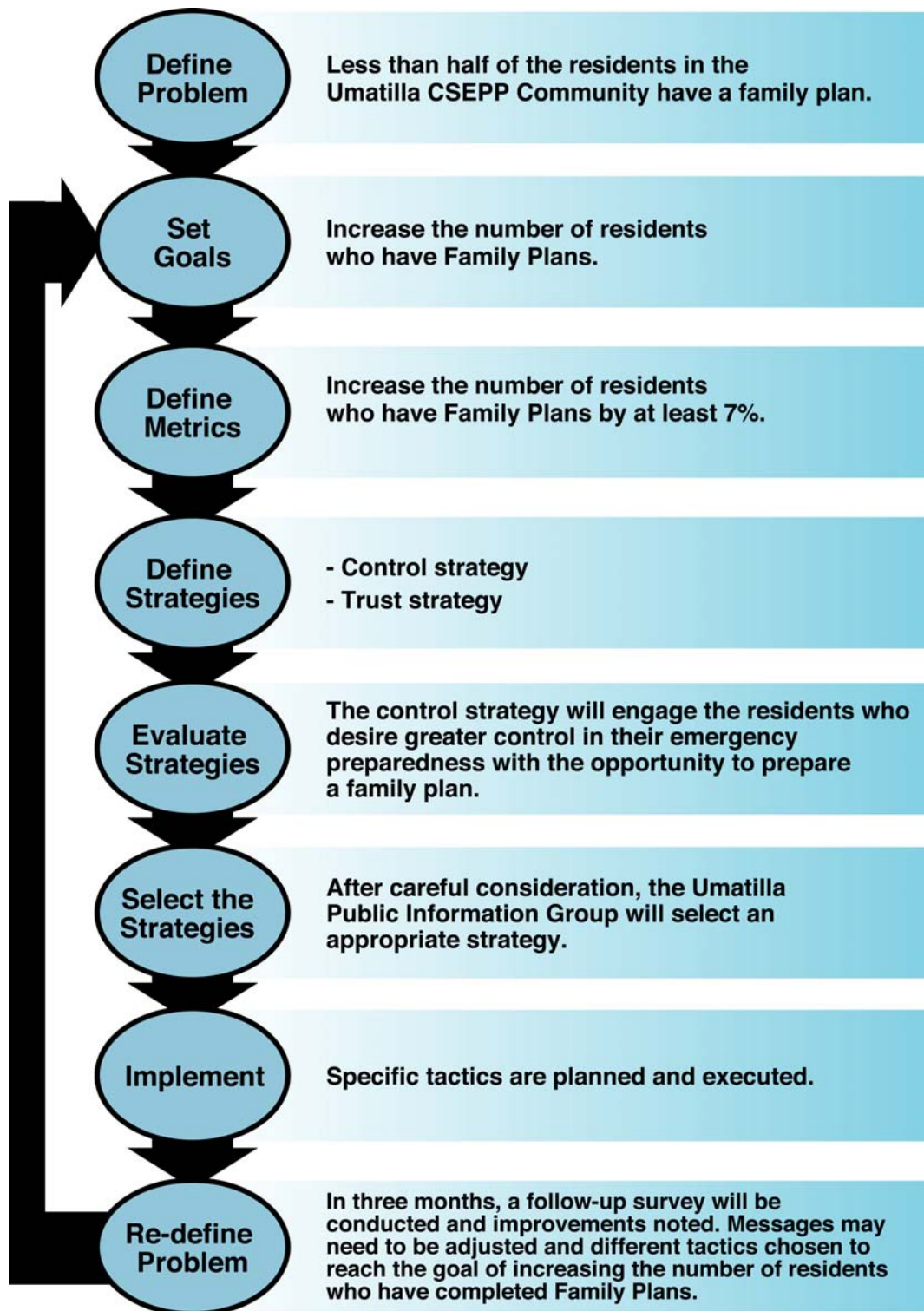


Figure 17: The Strategy Development Process Applied

This process can be applied to issues or problems the Umatilla Public Information Group wishes to address.

Greater preparedness should lead to greater trust in the emergency management system. Using research to identify problems and working through a scientific process to reach measurable goals will help the Umatilla CSEPP Community to achieve a *public that will act appropriately upon notification of an emergency at a chemical installation.*

10.0 Point of Contact

The main IEM point of contact for this project is Mark Shull. He may be reached at:

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Appendix A: Survey Text and Results

Umatilla CSEPP Survey (N=814) Taken May 18–21, 2002

Hello, this is (FIRST AND LAST NAME) of Moore Information, a public opinion research company. We are conducting a survey among people in your area today. We are not selling anything. Have I reached (PHONE #)? IF NOT: TERMINATE.

Could I speak to a member of the household who is 18 years of age or older? IF UNAVAILABLE SCHEDULE CALLBACK AND TERMINATE.

IF YES: Could you spend a few minutes with me on the phone to answer some questions about the Chemical Stockpile Emergency Preparedness Program, also known as CSEPP (SEE-SEP)?

Note: Percentages may not sum to 100% due to rounding. If the wording for a question differed in any way from previous surveys conducted by Moore Information, Inc. for the Umatilla PIG and a comparison to previous data is made, the prior wording is reflected in a footnote.

1. Are you aware of the chemical agents at the Umatilla Chemical Depot?

Table 2: Responses to Question 1

Response	May 2002
Yes	96%
No	4%

2. How would you know if there were a chemical emergency at the Umatilla Chemical Depot?

Table 3: Summarized Open-Ended Responses to Question 2

Response	May 2002
Tone Alert Radio	46%
Siren	40%
AM/FM Radio	3%
TV	1%
Called to work	2%
Don't/Wouldn't know	4%
Other	4%

3. Please tell me if you agree or disagree with the following statement:

“I know what to do if I am warned of a chemical emergency at the Umatilla Chemical Depot.”

Table 4: Responses to Question 3

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Agree strongly	51%	47%	43%	45%	43%
Agree somewhat	31%	34%	35%	32%	30%
Total “Agree” responses	82%	81%	78%	77%	73%
Disagree somewhat	7%	7%	9%	8%	10%
Disagree strongly	9%	8%	10%	10%	14%
Total “Disagree” responses	16%	15%	19%	18%	24%
Don't know	3%	4%	3%	5%	3%

4. What action would you take if you found out there was a chemical emergency at the Umatilla Chemical Depot?

Table 5: Summarized Open-Ended Responses to Question 4¹

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Shelter in place	29%	27%	28%	32%	26%
Evacuate	25%	16%	15%	16%	20%
Await instructions from officials	24%	36%	31%	35%	38%
Seek instructions from officials	1%	1%	*	*	—
Seek instructions from others	4%	1%	2%	1%	—
Respond to work	1%	*	1%	*	*
Depends	3%	—	—	—	—
Nothing	3%	5%	5%	2%	—
Other	4%	3%	3%	2%	1%
Don't know	6%	11%	16%	11%	14%

5. Why do you say that?

Q6-7 ONLY IF RESPONSE TO Q4 WAS SHELTER IN PLACE

6. What actions would you take to “shelter in place”?
7. If you were instructed to evacuate, what actions would you take and how would you know where to go?

Q8-9 ONLY IF RESPONSE TO Q4 WAS EVACUATE

8. What actions would you take to evacuate and how would you know where to go?
9. If you were instructed to shelter in place, what actions would you take?

¹ Compared to previous survey, *Moore Information Umatilla Area Residents* Question 2, “In the event of a chemical accident at the Umatilla Chemical Depot, 62 sirens in the surrounding area would go off and signal to local residents that a chemical accident had occurred. Upon hearing the siren, what is the first thing you would do?” Responses from June 2000–June 2001 were re-categorized from data presented by Moore Information.

* Less than one-half of one percent.

Q10-11 ONLY IF RESPONSE TO Q4 WAS NOT RESPONSE 1 OR 2

10. If you were instructed to evacuate, what actions would you take and how would you know where to go?

11. If you were instructed to shelter in place, what actions would you take?

Table 6: Summarized Open-Ended Responses to Questions 6, 9, and 11 Regarding Actions Taken to Shelter in Place²

Response	May 2002
Seal door and windows of outside rooms	28%
Seal shelter room	24%
Occupy center shelter room	11%
Don't know	11%
Go inside home/workplace/other	7%
Evacuate	7%
Use the kit/shelter in place kit/emergency kit	7%
Close doors and windows	5%
Take radio into shelter room	3%
Follow/Listen for further instruction	3%
Turn on radio	3%
Nothing	2%
Get water supply	2%
Get food supply	2%
I/We wouldn't	2%
Shelter in place	1%
Go to the school	1%
Stay with/go be with family	1%
Turn off HVAC system	*
Block off/Shut off outside sir supply	*
Locate/collect pets	*

² Percentages sum to greater than 100% due to multiple responses.

* Less than one-half of one percent.

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Response	May 2002
Go to hospital	*
Will stay or go—Undecided/Depends	*
Prepare to die/Panic	*
Make phone calls	*
Make my own shelter	*
Get flashlights	*
Take phone in with me	*
Stay if had gas mask	*
Check wind direction	*
Kneel/Pray	*
Depends on circumstances/instructions given	*
Call for help	*
Use carbon filter	*
Fill tub with water	*
Get ready to go	*
Go to fire department	*

* Less than one-half of one percent.

Table 7: Summarized Open-Ended Responses to Questions 7, 8, and 10 Regarding Actions Taken to Evacuate³

Response	May 2002
Listen to EAS (radio/TV) for correct evacuation route	19%
Don't know	18%
Go in direction of pre-planned place/direction/route	17%
Leave residence/workplace	12%
Check wind direction	9%
Pack or gather belongings for evacuation	7%
Leave/Get out of town/Get in car and go	6%
Listen to EAS (radio/TV) for location of shelter/reception center/other	6%
Find/Meet/Go get my family	3%
Follow instruction(s)/Listen for help	2%
Listen to alert box/Tone alert radio/Emergency radio	2%
Follow freeway/road/reader signs/take freeway	1%
Go to school(s) to pick up child(ren)	1%
I wouldn't/I'd stay/Ignore them	1%
Nothing	1%
Locate/collect pets	1%
Turn on/Listen to TV/radio	1%
Away from depot/spill	1%
Check the calendar	1%

³ Percentages sum to greater than 100% due to multiple responses.

* Less than one-half of one percent.

Umatilla CSEPP Public Affairs IPT Survey: Baseline Report

Response	May 2002
Make phone calls/Call people/family/help	1%
Depends on circumstances	1%
Get preparedness kit/packet/pamphlet	1%
Report to work/Go to work	1%
Have a map/Check the map	*
Go to the school	*
Go to fire department	*
Listen to siren/Loud speaker	*
Get/Follow instructions from police/dispatch	*
Go to nearest shelter	*
Make sure tanks are full of gas	*
Will shelter in place	*
Shelter/Evacuate depends on instructions	*
I can walk there	*
Secure the house	*
Listen to scanner	*
Get help	*
Find out what's going on	*
Get water	*
Read the booklet	*
Get in plane—fly away	*
Grab wallet	*
Hook up camper	*

* Less than one-half of one percent.

Umatilla CSEPP Public Affairs IPT Survey: Baseline Report

Response	May 2002
Follow Washing State Parks plan	*

12. How would you get instructions on how to protect yourself and your family *during* a chemical emergency at the Umatilla Chemical Depot?

Table 8: Summarized Open-Ended Responses to Question 12⁴

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Tone Alert Radio	29%	37%	33%	35%	20%
Radio	27%	38%	43%	37%	49%
Don't Know	10%	10%	11%	15%	20%
Other	8%	*	1%	*	*
Preparedness package/video	5%	2%	2%	2%	1%
TV	4%	4%	3%	3%	3%
Pamphlet	3%	1%	1%	2%	1%
Need None/Nowhere	3%	*	1%	*	—
Siren	2%	4%	3%	2%	2%
Local EMA	2%	—	—	—	—
Local Officials	2%	2%	1%	1%	2%
Calendar	2%	*	*	*	1%
Call 911	1%	—	—	—	—
Call CSEPP Office	1%	—	—	—	—

13. In the event of an evacuation, do you know which reception or assistance center you should go to?

* Less than one-half of one percent.

⁴ Compared to previous survey, *Moore Information Umatilla Area Residents* Question 3, “If a chemical accident occurred at the Umatilla Chemical Depot, where do you think you would get instructions on how to protect yourself and your family when you hear the warning signals?” Responses from June 2000–June 2001 were re-categorized from data presented by Moore Information.

Table 9: Responses to Question 13⁵

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Yes	20%	26%	27%	25%	22%
No/Don't know	80%	74%	73%	75%	78%

14. Do you or your family have an emergency plan?

Table 10: Responses to Question 14⁶

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Yes	48%	44%	44%	42%	37%
No / Don't know	52%	56%	56%	58%	63%

15. Does your home or business have a shelter in place kit?

Table 11: Responses to Question 15

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Yes, home	51%	61%	64%	63%	56%
Yes, business	4%	2%	2%	2%	2%
Yes, both	24%	18%	18%	14%	14%
No, neither	17%	19%	15%	19%	25%
Don't know	3%	1%	1%	1%	2%

16. How confident are you that you know how to shelter in place, and make a room safe from chemical vapors in the event of a chemical emergency?

⁵ Compared to previous survey, *Moore Information Umatilla Area Residents* Question 10, “In the event of an evacuation, do you know which shelter or reception area you should go to?”

⁶ Compared to previous survey, *Moore Information Umatilla Area Residents* Question 11, “Do you or your family have an emergency plan instructing family members on what to do and where to go in the event that you are asked to evacuate?”

Table 12: Responses to Question 16

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Very confident	34%	37%	33%	34%	30%
Somewhat confident	33%	33%	35%	33%	33%
Total "Confident" responses	67%	70%	68%	67%	63%
Not very confident	13%	14%	13%	15%	16%
Not confident at all	16%	14%	17%	16%	18%
Total "Not confident" responses	30%	28%	30%	31%	34%
Don't know	3%	2%	2%	3%	3%

17. Do you have children in a local school in grades K–12?

Table 13: Responses to Question 17⁷

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Yes	33%	28%	30%	34%	32%
No	67%	72%	70%	66%	68%
Don't know/ Refused	*	—	—	—	—

RESPONDENTS WITH CHILDREN IN SCHOOL ANSWER QUESTION 18

18. What school(s) do they attend? (N=269)

Table 14: Responses to Question 18⁸

School	Overpressurized	May 2002
A.C. Houghton Elementary	Yes	5%
Armand Larive Middle School	Yes	10%

⁷ Compared to previous survey, *Moore Information Umatilla Area Residents* Question 12, "Do you have children in grades Kindergarten through twelfth grade who attend local schools?"

* Less than one-half of one percent.

⁸ Percentages sum to greater than 100% due to multiple responses.

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School	Overpressurized	May 2002
Clara Brownell Middle School	Yes	5%
Columbia Middle School	Yes	6%
Desert View Elementary	Yes	7%
Hermiston High School	Yes	15%
Highland Hills Elementary	Yes	7%
McNary Heights Elementary	Yes	11%
Rocky Heights Elementary	Yes	6%
Sandstone Middle School	Yes	12%
Sunset Elementary	Yes	6%
Umatilla High School	Yes	5%
West Park Elementary	Yes	5%
Echo Elementary	No	2%
Echo High School	No	2%
Hermiston Christian School	No	2%
Hermiston Junior Academy	No	3%
Paterson Elementary	No	1%
Riverside High School	No	10%
Sam Boardman Elementary	No	6%
Stanfield Elementary	No	5%
Stanfield High school	No	2%
Stanfield Middle School	No	1%
Home school		2%
Other		7%
Don't know		2%

RESPONDENTS WITH CHILDREN AND RESPONSES TO Q18 OTHER THAN “HOME SCHOOL,” “OTHER,” AND “DON’T KNOW” ANSWER QUESTIONS 19–22

19. How confident are you that your child/children would be safe at their school(s) in the event of a chemical emergency at the Umatilla Chemical Depot? (N=245 for May 2002)

Table 15: Responses to Question 19⁹

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Very confident	47%	42%	40%	32%	29%
Somewhat confident	33%	37%	38%	35%	41%
Total “Confident” responses	80%	79%	78%	67%	70%
Not very confident	8%	11%	13%	15%	13%
Not confident at all	10%	7%	7%	14%	14%
Total “Not confident” responses	18%	18%	20%	29%	27%
Don’t know	1%	4%	2%	3%	3%

20. In the event of a chemical emergency at the Umatilla Chemical Depot, are you likely or unlikely to go to the school to get your child/children? (N=245 for May 2002)

⁹ Compared to previous survey, *Moore Information Umatilla Area Residents* Question 13, “How confident are you that your children will be safe at school in the event of a chemical accident at the Umatilla Army Depot?”

Table 16: Responses to Question 20¹⁰

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Very likely	28%	27%	35%	44%	41%
Somewhat likely	8%	14%	14%	10%	15%
Total "Likely" responses	36%	41%	49%	54%	56%
Somewhat unlikely	18%	12%	13%	12%	11%
Very unlikely	40%	40%	31%	27%	29%
Total "Unlikely" responses	58%	52%	44%	39%	40%
Don't know	6%	7%	8%	6%	4%

21. Why do you say that?

Q22 ONLY IF CHILD ATTENDS A NON-OVERPRESSURIZED SCHOOL

22. In the event of a chemical accident, students in non-overpressurized schools will be bussed to a safe location, where parents can pick up their children. Do you know the location where your child will be bussed to safety? (N=79 for May 2002)

Table 17: Responses to Question 22

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Yes	39%	20%	25%	26%	18%
No/Don't know	61%	80%	75%	74%	82%

23. How would you get information today about how to protect yourself or your family during a possible chemical emergency?

¹⁰ Compared to previous survey, *Moore Information Umatilla Area Residents* Question 16, "In the event of a chemical accident at the Umatilla Army Depot, how likely are you to go to the school to get your children?" Responses from June 2000 – June 2001 were re-categorized from data presented by Moore Information ("fairly" and "somewhat" likely classes combined).

Table 18: Summarized Open-Ended Responses to Question 23¹¹

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
CSEPP Outreach Office	31%	35%	32%	29%	25%
Nothing/Don't know	15%	23%	26%	30%	29%
Tone Alert Radio	8%	1%	1%	—	—
Other	8%	13%	10%	15%	14%
Radio	7%	3%	4%	4%	4%
Calendar/Booklet/Kit	5%	9%	11%	7%	14%
Emergency 800 Number	4%	—	1%	—	—
Army depot	4%	—	2%	2%	1%
Website/Internet	4%	4%	2%	2%	4%
Alert Center	3%	—	—	—	—
Fire Department	2%	4%	3%	3%	4%
Family	2%	1%	1%	1%	—
TV	2%	1%	*	1%	*
My Work	2%	1%	1%	1%	1%
Police Dept.	2%	2%	2%	2%	1%
City Hall	1%	3%	3%	2%	2%
School	1%	*	1%	1%	1%
Local EMA	1%	*	—	—	—

24. When was the last time you heard, saw, or read any information about how to prepare for a chemical emergency?

¹¹ Compared to previous survey, *Moore Information Umatilla Area Residents* Question 17, “Where would you be most likely to go to get information about how to get prepared for a possible chemical accident at the Umatilla Chemical Depot?” Responses from June 2000–June 2001 were re-categorized from data presented by Moore Information.

Table 19: Responses to Question 24

Response	May 2002
Within the last week	33%
Within the last month	21%
Within the last year	36%
More than a year ago	2%
Never	1%
Don't know	8%

25. Do you recall what you heard, saw, or read? (N=749)

Table 20: Summarized Open-Ended Responses to Question 25

Response	May 2002
No	29%
Drills/Tests/Weekly tests/Siren tests	12%
Don't know	11%
How to shelter in place/Video tape showed how to seal off house	8%

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Response	May 2002
What to do in case of emergency/Be prepared	6%
Emergency calendar/Calendar	3%
Emergency kit/Shelter in place kit	2%
TV ads	2%
Went through a drill at school	2%
Gives a phone number and website to contact for more information	1%
In the paper (general)	1%
If wanted more information/Don't know what to do could call CSEPP	1%
At the fair	1%
Pamphlet/Brochure they sent/handed out	1%
Tone alert radio	1%
Instructions are in the box/in the shelter in place kit	1%
The adult population aren't as educated as the children	1%
Use of the tone alert radio	1%
Information at work/CSEPP representative came to work	1%
About evacuation routes	1%
CSEPP Representative went over the system at school/head start for staff	1%
What chemicals/agents are out there	*
Radio commercial/ad	*
Jim Stern, fire chief talked on the radio	*
Emergency preparedness demonstration at Cinco do Mayo	*

* Less than one-half of one percent.

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Response	May 2002
Saw on the Internet	*
Same old thing/Nothing new (general)	*
Commercial (general)	*
Going to start incinerating chemicals soon	*
Radio (general)	*
Orientation at work	*
County emergency plan/911 efforts	*
We should pay attention to the reader boards/billboards	*
There isn't much of a danger	*
Pressurization test at the school	*
Meeting in the gym	*
Family check-list	*
Read about drill in the paper	*
Belong to a group that has meetings about what to do	*
A program on TV (general)	*
They had a demonstration (general)	*
News about plans (general)	*
TV (general)	*
I work for the depot	*
Little chance of chemicals blowing to us/Out of immediate danger	*
Notice of a test in the paper	*
Shows window plastic without instruction	*
Gave us a monitor	*

* Less than one-half of one percent.

Umatilla CSEPP Public Affairs IPT Survey: Baseline Report

Response	May 2002
Reviewed during Army enlistment	*
Something about terrorists	*
Most of it is common sense	*
At the hospital, we had in-service	*
To run towards the west	*
Having a box in place	*
Not to panic	*
Read a sign today	*
What we were told (general)	*
Newspaper ad	*
Read the information when they started the facility	*
Some want to burn the chemicals and some don't	*
Get prepared or get out of town	*
Newspaper article on sheltering in place or leaving	*
About the kids staying at school	*
Showers were set up at park during festival	*
Demonstration put on by school	*
Police chief said, "If you don't know what to do, call somebody"	*
TV ad about a class you can take to get more information	*
Grandson brought something home	*
Word of mouth	*
Mailed a test schedule	*

* Less than one-half of one percent.

Umatilla CSEPP Public Affairs IPT Survey: Baseline Report

Response	May 2002
Comprehensive information from the depot	*
I was working for the chemical company	*
A Wally magnet that was mailed to us	*
Child had school information	*
About the sirens	*
Listen to radio and have kit ready	*
In paper, what systems are in place	*
On the news, special test	*
Where to go in case of emergency	*
On radio about needing to be informed	*
They say not to worry	*
Advisory board gave the governor the go ahead	*
About shelters in Heppner and Lexington	*
Told us what kind of mask to buy	*
Replacing the antidotes at the local hospital	*
Was at the safety center	*
I went to the class	*
A tape from the landlord	*
Information about burning sites	*
Articles, concerned about chemical emergency happening	*
Article on the schools	*
How they would dispose of weapons	*
Draining the water heater for fresh water	*

* Less than one-half of one percent.

Umatilla CSEPP Public Affairs IPT Survey: Baseline Report

Response	May 2002
Discussion between two people	*
Said they would notify us if anything happened	*
Talked to fireman about emergency procedures	*
In paper, meeting at community center	*
I have a video, haven't watched it	*
Informal video at school	*
Garbled response on loud speaker	*
TV, about keeping family safe	*
Radio, something about a package, haven't received it	*
Readiness of chemical burn tests	*
Political awareness group at senior center	*
They were delaying burning	*
Children are safe in pressurized environment	*
Display outside Walmart about kits	*
Would receive a kit and be bussed to another area	*
A member of the fire department	*
If you have children in school don't go to them	*
Contacted CSEPP	*
Showing a new map	*
Training through the fire station	*
Stuff about possible leaks	*
There was a recall on some of the alarms	*

* Less than one-half of one percent.

* Less than one-half of one percent.

26. IF YES: Where did you hear, see or read it? (N=532)

Table 21: Summarized Open-Ended Responses to Question 26

Response	May 2002
Television	18%
Newspaper	16%
Radio	14%
At work	10%
Informational package	9%
School	4%
Don't know	4%
Word of mouth	4%
Calendar	3%
The alarm/sirens/testing	2%
At home (general)	2%
Mail	2%
At the fair	2%
Video	1%
Tone alert radio	1%

Umatilla CSEPP Public Affairs IPT Survey: Baseline Report

Response	May 2002
Shelter in place kit/The kit	1%
Fire station	1%
Reader board on freeway	1%
At the senior center	1%
Internet	1%
Army depot/Army depot outreach came to house	*
Emergency test/drill	*
CSEPP office	*
Parents' home	*
Received radio	*
Landlord	*
Was in the military	*
The park	*
Bulletins on boards	*
Children's fun day activity	*
Flyer	*
News media (general)	*
Boardman marina park	*
Army publication	*
In Hermiston	*
Hermiston Energy	*
Chamber of commerce meeting	*
WalMart parking lot	*
Cinco de Mayo	*

* Less than one-half of one percent.

Response	May 2002
Police	*
Post Office	*

27. How confident are you that the public will be notified quickly in case of a chemical emergency at the Umatilla Chemical Depot?

Table 22: Responses to Question 27

Response	May 2002
Very confident	38%
Somewhat confident	34%
Total "Confident" responses	72%
Not very confident	15%
Not confident at all	11%
Total "Not confident" responses	26%
Don't know	2%

28. Why do you say that?

29. In the event of a chemical emergency at the Depot, sirens will alert residents that an accident has occurred. Sirens make a different sound when they are being tested. Do you know the difference between the two siren sounds?

Table 23: Responses to Question 29

Response	May 2002
Yes	30%
No/Don't know	70%

30. Next, please tell me if you agree or disagree with the following statement:

* Less than one-half of one percent.

“I personally would be willing to spend at least one hour a month learning about the Chemical Stockpile Emergency Preparedness Program and telling the local officials what I think I need to be prepared.”

Table 24: Responses to Question 30

Response	May 2002
Agree strongly	35%
Agree somewhat	28%
Total “Agree” responses	64%
Disagree somewhat	17%
Disagree strongly	16%
Total “Disagree” responses	33%
Don't know	4%

To conclude, I have a few questions for statistical purposes.

31. What is your approximate age, please?

Table 25: Responses to Question 31

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
18-29	20%	15%	16%	19%	19%
30-34	7%	8%	7%	8%	9%
35-44	18%	17%	16%	20%	19%
45-54	22%	21%	25%	19%	19%
55-59	10%	7%	8%	7%	9%
60-64	6%	9%	7%	8%	7%
65+	17%	22%	20%	18%	18%
Don't know/ Refused	*	*	1%	1%	1%

32. Gender

Table 26: Responses to Question 32

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Male	49%	49%	49%	49%	49%
Female	51%	51%	51%	51%	51%

33. What is your ethnic background?

Table 27: Responses to Question 33

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
White or Caucasian	86%	86%	87%	83%	83%
Black or African-American	*	N/A	N/A	N/A	N/A
Hispanic	9%	10%	8%	12%	11%
Asian	*	*	*	*	*
Native American or Indian	1%	N/A	N/A	N/A	N/A
Other	2%	3%	4%	4%	4%
Don't know/Refused	1%	1%	1%	1%	1%

* Less than one-half of one percent.

34. How long have you lived in the vicinity of the Umatilla Chemical Depot?

Table 28: Responses to Question 34¹²

Response	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
5 years or less	21%	23%	19%	22%	21%
6–10 years	14%	13%	14%	13%	16%
11–15 years	9%	10%	9%	10%	11%
16–20 years	12%	9%	11%	10%	10%
More than 20 years	44%	45%	47%	45%	42%
Don't know/Refused	*	—	—	—	—

35. Do you have access to the Internet?

Table 29: Responses to Question 35

Response	May 2002
Yes	62%
No	38%

¹² Compared to previous survey, *Moore Information Umatilla Area Residents* Question 19, “How long have you lived in the area?”

* Less than one-half of one percent.

36. City

Table 30: Responses to Question 36

City	May 2002
Boardman	9%
Echo	3%
Hermiston	58%
Paterson/Plymouth ¹³	1%
Stanfield	6%
Umatilla	22%

Thanks for your time—we really appreciate it. May I give you two phone numbers to call in case you have more questions about the Depot or the Chemical Stockpile Emergency Preparedness Program? IF YES: Those numbers for Oregon questions, 877-367-2737, and for Washington questions, 800-841-7953.

Also, if you have Internet access, and are interested in information on the Internet, please go to www.csepp.net.

Thanks again!

¹³ Four percent of raw sample, but weighted to population proportions in all analyses.